

Gimbel Brothers

Store Opens at 9

Gimbel Brothers

For Tomorrow—Tuesday

Store Closes 5:30

Gimbel Brothers

Monday, December 2, 1918

# Philadelphia's Great Toy Store—Gimbels

## An Acre of Toys : A Herd of Live Ponies : Santa Claus and His Elves : Music

America never knew such a Christmas! The whole world is glad—and freed. So much that Christmas stands for has come true—and we are glad. Let every child come often to Gimbels—let the little children ride the ponies; let everybody tell their story to Santa Claus; let this be a great, long holiday time!

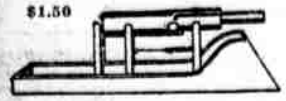
**No German-made Goods are Offered—**Yet America, France and Japan have met every

demand. Many things that America never tried to make are being made beautifully. The armistice is not the official end of the war, and war regulations are still in force. And the bravery of American arms that has surely added one or two heroes to your home or family connection, shines in the children's desire for war toys and guns. Welcome!—and bring the children again and again.

**Long Tom Disappearing Gun** (looks exactly like one of the disappearing coast defense guns), at \$1.50.

**The Jolly Jigger**, a dinky doing the famous Alabama jig, at 90c.

**The Dancing Rastus**, at \$1.25. To be placed on top of a graph.



**The Gilbert Machine Gun** is some rapid fire gun, price \$3.25. Will fire ten shots in rapid succession.

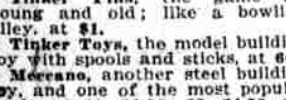
**The Sandy Andy and Automatic Toy Sandy Andy**, at 75c, \$1 and \$1.50.

**Panama Pike Drivers**, \$1.25.

**Electric Elevators**, at \$2.

**Sand Cranes**, at \$1.25.

**Dumping Sandy**, at 75c.



**The Big Dick Gun**, the nearest approach to the real machine gun, complete with the machine gun bullets, at \$2.50.

**Tinker Toys**, the game for young and old; like a bowling alley, at \$1.

**Tinker Toys**, the model building toy with spoons and sticks, at 60c.

**Messero**, another steel building toy, and one of the most popular made, at \$1, \$1.50, \$3, \$4.50, \$6, \$7.50, \$9, to \$20.

**Simplex Typewriters**, at \$1 and \$2.

**Myrtle Mangle**, for the young musician, at \$1 to \$2.

**Puzzle Parties**, 50c and \$1.

**Automatic Fort Game**—a game with a fort and soldiers and a real cannon. 65c complete.

**DOLLS**

The dolls this year, manufactured in the United States, Japan and France, are almost unequalled in quality, variety and price.

The Infant Dolls, from far-off Japan, with their sleeping eyes and adjustable limbs, look as near life-like as it is humanly possible to make them. Most of them have wigs. Varies priced at 65c to \$6.50.

Also from far-off Japan come the straight-limbed Girl Dolls with blonde heads, at \$2 to \$7.50, un-dressed.

The Knickerbocker Dolls have become quite a thing for the very young children on account of their almost unbreakable qualities. These dolls, of course, are more numerous and come from an inexpensive Doll, dressed at 25c to \$27.50.

The Schoenhut all-wood American-made Doll, a doll invented and manufactured in the Schoenhut factories, almost approaches perfection. Made of all-wood with finest steel spring adjustments in arms and legs. Some with wigs and some without.

Variouly priced at \$1.25 to \$6.25. The Schoenhut all-wood Infant Dolls, also variously priced at \$3 and \$3.50.

Chase hand-painted washable stockinette Dolls, an old favorite with the children, at \$3.50 to \$7.50.

**Dressed Dolls**, dressed in our own workshop, variously priced from \$1.50 to \$10. A very comprehensive display of the finest dolls made in the United States.

Of course, Dolls dressed as soldiers, sailors and Red Cross Nurses, variously at \$1.25 to \$3.

The imported Dressed Dolls, from Paris, with the newest styles in dolls' clothes, at \$10.50 to \$33. We invite your inspection of these beautiful dolls.

Dolls must rest sometimes and Doll Beds are provided for this purpose. 65c to \$6.50. Fittings for same.

**Brass Doll Beds**, at \$3.50 to \$6.50.

**Dolls' High Chairs**, at 35c to \$2.

### Games, Game Boards and Pool Tables

Thousands of Games, games of all kinds for young and old.

The popular games, such as P.H. at 50c.

**Parachesi**, at 35c.

**Checker Boards**, at 15c, 25c, up to \$1.

**Combination Game Boards**, at \$3.50, \$4, up to \$6.

**Brice Targets**, 25c and 50c.

**Stone Blocks**, 60c to \$1.25.

**Building Blocks and A. B. C. Blocks**, at 15c to \$1.

### Burrows Pool Tables on the Easy Payment Plan

**Spelling Boards**, at \$1.

**Soldier Sets**, at 35c to \$2.50—clubboard.

**Humpty-Dumpty Sets**, at 85c to \$4.

**Animated Circus**, at \$1.

**Deck Ring Toys**, at 50c to \$1.25.

### Iron Toy Banks and Chimes

**Iron Toys**, the kind the kiddie pulls about—Trains, Trucks, Ice Wagons, etc., made good and durable.

**Pull-along Trains**, at 65c, \$1.50, \$2, \$2.50 and \$3.

**Fire Engines**, 50c to \$6.75.

**Hook-and Ladders**, at 65c to 75c.

**Trucks**, at \$1.50 and \$2.

**Ice Wagons**, at 50c, \$1 and \$1.50.

**Pump Cars**, at 65c, \$1 and \$1.50.

**Automobiles**, 85c and \$1.25.

**Register Banks**, for saving for the future, at \$1.50, \$2.50 and \$3.

**Bullet Banks**, at \$1.

**Thrift Banks**, at \$1.

**Junior Banks**, at \$1.

**Merry-Go-Round Banks**, at 35c.

**Pull-along Chimes**, at 25c, 35c, 45c and \$1.

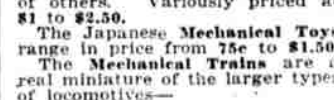
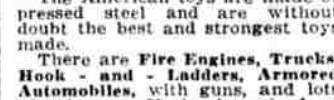
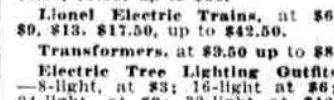
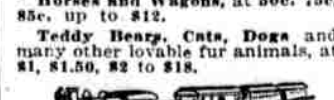
**Musical Chimes**, at 35c, 65c and \$1.

**Real Stoves**, for the young cooks, at 35c, \$1, \$1.50, \$2, \$2.50 up to \$6.

**Toy Stoves**, at \$6.50 to \$11.

**Horses and Wagons**, at 50c, 75c, 85c, up to \$12.

**Teddy Bears, Cats, Dogs** and many other lovable fur animals, at \$1, \$1.50, \$2 to \$18.



**Ives' Electric Trains**, at \$4, \$6, \$7.50, \$9.50, up to \$50.

**Lionel Electric Trains**, at \$6, \$9, \$12, \$17.50, up to \$42.50.

**Transformers**, at \$9.50 up to \$8.

**Electric Tree Lighting Outfits**—8-light, at \$3; 16-light at \$6; 24-light at \$9; 32-light at \$12; Extra Lights, at 75c each. All the above contain Mazda lamps.

**Mechanical Toys**—a fine assortment of American-made and Japanese-made mechanical toys.

The American toys are made of pressed steel and are without doubt the best and strongest toys made.

There are Fire Engines, Trucks, Hook-and-Ladders, Armored Automobiles, with guns, and lots of others. Various priced at \$1 to \$2.50.

The Japanese Mechanical Toys range in price from 75c to \$1.50.

The Mechanical Trains are a real miniature of the larger types of locomotives.

### Mechanical Boats and Submarines

The Wilkins' Diving Submarine, at \$1.25, and the Destroyer, at \$1.25, make two very good gifts for the boys.

Lots of Merchant Ships and Sail Boats, of course.

Electrical Trains for the boys of more advanced years. An insight can be gained into the practical workings of electricity by one of these inexpensive electric trains. Both the Ives' and Lionel Electric Trains are carried in stock.

### SLEDS

Sleds—best prepare to be in time for the first snow—

**Fire Fly Sleds**, at \$1.75, \$2, \$3 and \$3.75.

**Flexible Flyer Sleds**, at \$3, \$3.50, \$4.25, \$4.50, \$5, \$5.50 and \$7.50.

**Girls' Sleds**, at \$1.75, \$2.50 and \$3.50.



### Children's Dishes

More plentiful than ever and mostly from the beautiful products turned out by the Japanese. Some decorated in gold, some in blue designs and others flowered.

### Some wonderful Tea Sets, from a dozen pieces upward, from 75c to \$3.

The Dinner Sets will make the young housekeepers start to get the meal ready at once. Various priced at \$1.50 to \$6.50.

### The young drummer, leading his imaginary army to war, must, of course, have a real drum.

These are priced from 25c to \$6. For the musically inclined girls we have **Planos**. Priced at 50c to \$15.

## Give Him a Bicycle!

The Rover—full 20-in. frame with seat so adjustable that the bicycle is right for boy of 10 years to man; New Departure coaster brake; mud guards front and rear; spring saddle; extension handle-bars. Yes, complete with tool-bag well filled. Guaranteed. \$34.50—best value we know of.

**Pope Tuxedo Bicycles**—single-bar, \$45; double-bar, \$47.50. Everything complete—coaster-brake and all.

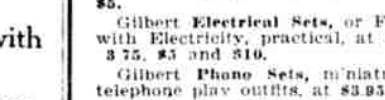
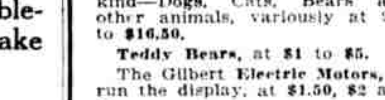
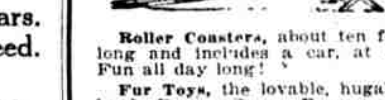
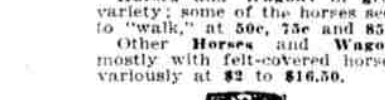
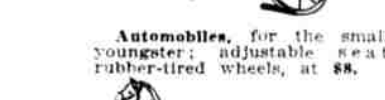
**Women's Bicycles**, \$44.50.

**Children's Bicycles**, \$30 to \$40—complete with coaster-brake, tools and all. Fully guaranteed.

—Gimbels, Fourth floor.

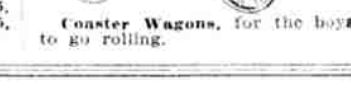
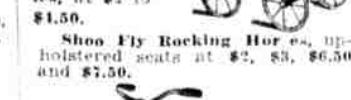
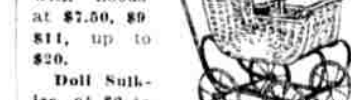
### BIG TOYS

**Doll Baby Coaches**, for the good little girls. Doll Perambulators, wood body and leatherette hoods, at \$4, \$5 and \$6.



### Special Demonstrations

**Erector Building Toys** for boys or girls—teaches the child practical mechanics. Building sets range from \$1, \$2, \$3, \$5 to \$10, and a complete set for making each set into a higher priced set.

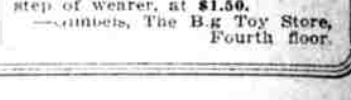
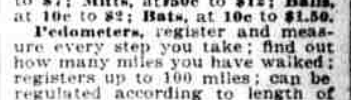
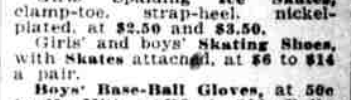
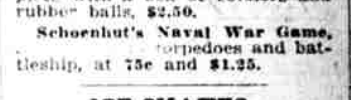
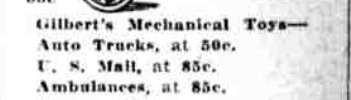
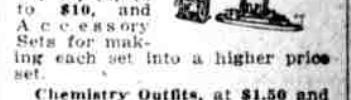
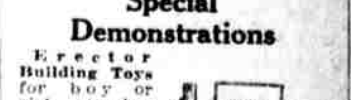


### Safety Coasters at \$7, \$7.50, \$8.50 and \$9.

**Auto Wheel Coasters**, at \$5.50, \$5.75 and \$6.50.

**Wagons**, at 75c, \$1, \$1.50, \$2, \$3, up to \$7.

**Whethrows**, at 50c, \$1, \$1.50, \$2 and \$2.50.



# Sale Unusual of AUTOMOBILE TIRES

## The "Dreadnaught" 3500-Mile Adjustment Guaranteed—Savings of a Third

A great offer, as it enables you to re-tire your car for all winter at small outlay.

	Ribbed Tread	Vac. Tread	Ribbed Tread	Vac. Tread
30x3	\$12.50	\$13.95	33x4	\$24.85
30x3 1/2		\$16.95	33x4 1/2	\$33.25
31x3 1/2		\$18.75	34x4 1/2	\$34.35
32x3 1/2*	\$18.95	\$21	35x4 1/2	\$40.25
31x4		\$25.95	36x4 1/2	\$41.75
32x4	\$23.95	\$26.95		

Quick detachable, clincher and straight side. \*Quick detachable only.

—Gimbels, Fourth floor.

## Six Famous Makes of Sewing Machines

### In the Gimbel Christmas Sale—Under Price

The savings are decided, even from GIMBEL prices, which are uniformly lower than agents and canvassers. Better values built this great business.

We are leading retailers of sewing machines and sole representatives of the famous Domestic Sewing Machine.

Sample machines, demonstrating machines, machines used for display purposes and factory surplus lots—all new or practically new and in splendid working order.

<b>\$48 Singer</b> Now \$29.50 & \$35 \$2 Cash; \$1 Weekly	<b>\$42 Parlor Cabinet,</b> \$39 \$2 Cash; \$1 Weekly	<b>\$32 White</b> Now \$25 \$2 Cash; \$1 Weekly	<b>\$52 Domestic</b> Now \$47 \$2 Cash; \$1 Weekly	<b>\$29 New Home</b> Now \$25 \$2 Cash; \$1 Weekly	<b>\$29 Cosmo</b> Now \$24 \$2 Cash; \$1 Weekly

\$10 to \$15 Allowance on Your Old Machine if You Purchase a Domestic Electric Boudoir Cabinet. This Offer is Made Because You Could Not House a New Machine Until You Got Rid of the Old.

Every Machine Carries the Full Gimbel Guarantee. Full Instruction at Your Home, Anywhere in City Limits.

GIMBELS—Fourth Floor

## Men's and Boys' Sweaters

### Holiday Specials Due to Forethoughtful Buying

The man who motors or who skates or who drives or who hunts or who just wants to keep warm in winter—all these will be glad to find a good sweater in his Christmas "stocking." And there's less to pay for these Pennsylvania No-Tair sweaters than today's ruling prices.

\$8 for men's shawl-collar or V-neck sweaters, Shaker-knit; re-enforced pockets and shoulders; wanted colors; sizes 36 to 46. Button front.

**Special All-Wool Sweaters at \$10**

Shawl collar, button front and V-neck; in white, hunter's green and maroon; \$10 is way below the present retail price of all-wool sweaters and white is hard to get.

\$8 for men's extra-heavy weight Jumbo-knit Sweater, shawl collar, button front; sizes 36 to 46.

**\$7.50** for men's pull-over-head V-neck sweaters, in different color combinations; Jumbo-knit; heavy, pear-knit bottom; a real sweater for a man working out of doors.

—Gimbels, Sporting Goods, Fourth floor.

GIMBEL BROTHERS : MARKET : CHESTNUT EIGHTH AND NINTH